

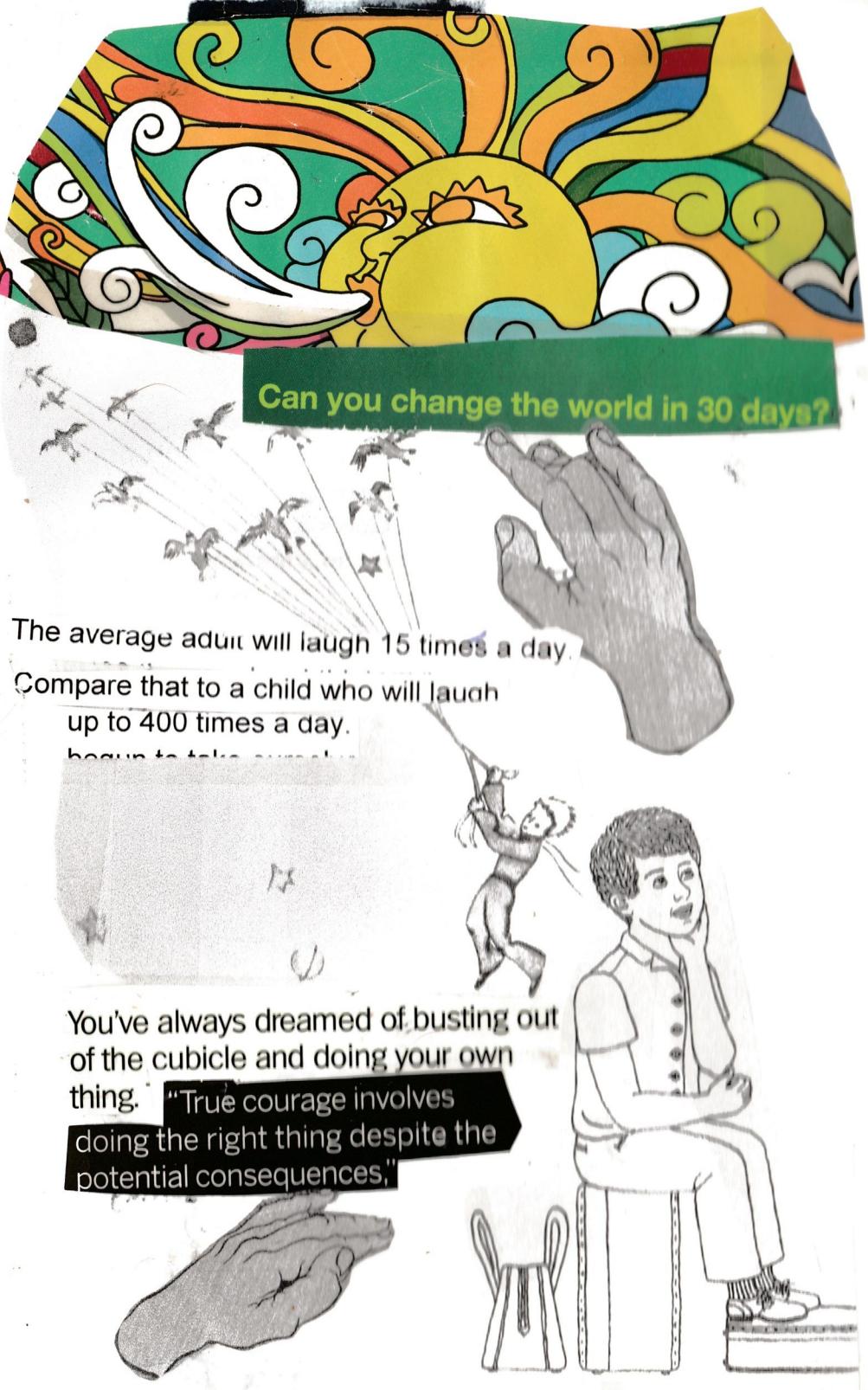
DECEMBER

2010

NEW HEARTS
NEW BONES



This Magazine
is
Free
Please Take One



Welcome to: NEW HEARTS NEW BONES ISSUE #2 DECEMBER 2010

The Hottest New Trends

Coming at You!

Beauty and fashion like you've never seen them

a critical look at consumerism



"Take care of yourself!" screamed the Red Queen, seizing Alice's hair with both her hands.
"Something's going to happen!"

GET OUTSIDE

the mathematics of evil
Raegan Butcher

he knows the truth
of the world
he sees it every day
everywhere he looks
he sees veiled acts
of aggression

subtle threats
get in line or else

he knows the strong
dictate the weak

Warm up to winter

he knows might makes right

he knows civilization is a lie

he knows

the seeker
Raegan Butcher

i am looking for it
because i don't have it
and i need it
i am looking for it
on the floor
under the bed
in the closet
in my head
in movies and books
in the touch
of a woman's wet clinging lips
in songs and music
i find little bits
but i'm always searching
i'm never content
restless and wanting
looking for it
looking for it
at the lost and found
in cities and towns
in words and sounds
in the eyes of strangers
i pass on the street
in the facial expressions
of people i meet
i'm looking
i'm looking
i'm looking
and i'm not
finding
it

It's a brand new day.

The Power of One

Nature gave us one tongue and
two ears so we could hear twice
as much as we speak.

Watching less TV
"Where you go to school
doesn't define you or your accomplish-
ments," "Your life is what you
make of it."

NO FEAR.

Being outside makes me
feel alive and happy.

I see you.

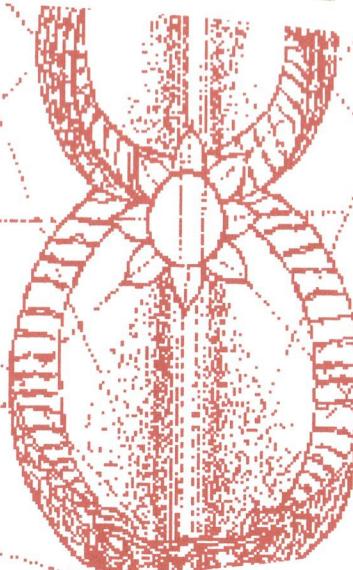
LIVE LIFE

we walk as 1

PEOPLE ARE TALKING ABOUT

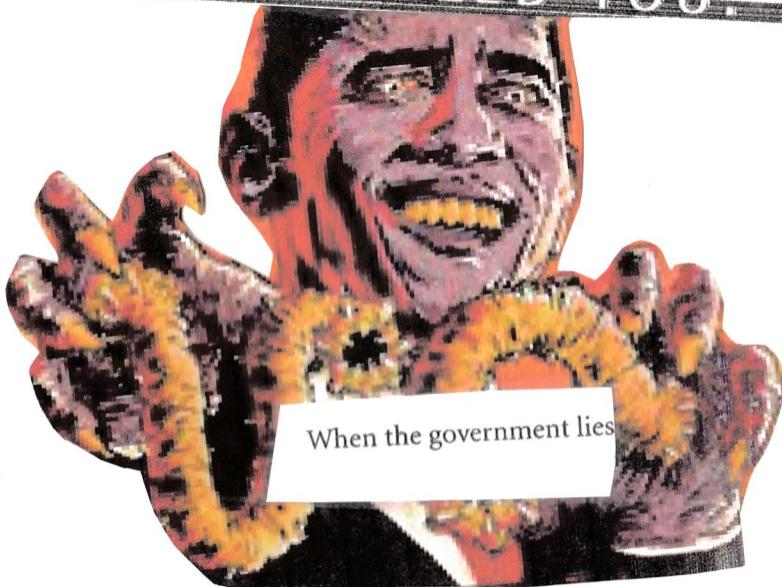
the total transformation of Western civilization and life itself.

is your
heart thirsty?



KNOWLEDGE

YOUR GOVERNMENT
HAS FAILED YOU.



Create change and build a better future.



"We must use our lives to make the world a better place to live, not just to acquire things. That is what we are put on the earth for."

DOLORES HUERTA



HEAVY THINGS...

Talk about these issues

with your friends

and family.



I constantly feel consumed by sadness. When will I begin to feel more like my usual self?

the corporate media

Is Brainwashing You

WE ARE NOT KIDDING



QUESTIONS

Do you need a life makeover?

START AT THE ROOTS

wake-up call

marie claire

GLAMOUR

SELF and
Cosmo

do not care ABOUT WOMEN

THEY DON'T GIVE A
FUCK ABOUT YOU



INSIDE EVERY BLONDE

ADVERTISEMENT

IS A BLONDER BLONDE

PERFECT TAN

IT'S FLAWLESS

LOOKING GLAMOROUS
HAS NO LIMIT

BEFORE

AFTER 8 WEEKS

BE STUPID DIESEL

Come find what's hot for fall!

STUPID IS SPREADING.

harness their seductive power with makeup.

Are girls getting meaner?

Lashes you lust after.

Get 4x brighter eyes.*

TODAY'S THE DAY TO
BE ON DISPLAY

Feel twice as romantic
to get twice the kisses.

IT'S YOUR CHANCE.

Tempt your eyes with color in
12 stunning palettes.

TAKE HOME TWICE AS MUCH

living doll

yes



Pledge allegiance to pretty

How to look expensive

GO SHOPPING **SHOP** Shop

indulge yourself a little. Go Shopping
Indulgence

You want it. You need it.

Shop

Without our chewing gum, no one will want to kiss you. Without our deodorant, no one will want to touch you. Without our lipstick, you won't catch anyone's eye. Without our athletic shoes, you won't be able to keep up with the guys. Without our cigarettes, sophistication escapes you. Without our cleaning products, no one will want to come home to you. Your children won't have any games to play without our toys and cartoons. She won't enjoy the date unless you take her to see one of our movies. The fun hasn't really started until you have our beer in your hand. How can you feel free and alive without our new sports car?

Consider all your leisure-time activities and you'll see: you're not having fun unless you're paying for it.

We play on your insecurities, on your fears and anxieties. There are products for every human activity, even sex, because the things that are *natural* and *free* are not good enough without our synthetic supplements. Eventually you're so conditioned that you'll pay for the most useless of products, just to be paying for something. And should you ever try to step outside our system, you'll see that we really have made it impossible to be a human being without our products: you must pay to eat, pay to sleep, pay to keep warm, pay for a space just to exist.

Sleek curves that crave attention ...

your obsession.
to be perfect.
BUY **CONSUME**

Toys to have and to hold
Toys to learn from and love



DUMB!



Be glamourous.

UGLY! Follow directions.

Advertisement

“Good clothes open
all doors.”

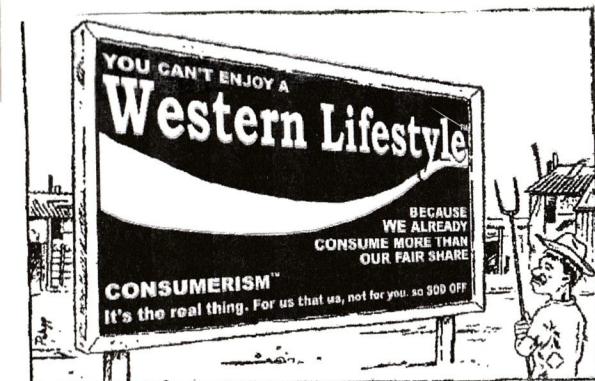
Fish. Explore the shore. Listen to the ripple of the waves. Today, life is perfect. And in your cotton flannel, Oxbow Bend shirt, life couldn't be more comfortable. Just you and the water, savor the moment.

Don't Be yourself

Jessica Simpson is too fat. Lindsay Lohan is too thin.

flawless

Today there is a booming discontent industry, consisting of entrepreneurs who cash in on your misery by selling you products that describe and decry it. Thus the exchange economy finds a place even for its enemies: perpetuating both industry and discontent as we struggle to fight them, we keep the wheels turning by selling more merchandise. And as in every other aspect of your lives, your real desires to make something happen are channeled into consuming—and your own abilities and potential are displaced, projected onto the “revolutionary” items you purchase.



The richest fifth of the world's population is able to monopolise 83% of its wealth, while the poorest fifth is left to subsist on only 1.5% and the gap continues to rise.

Our affluence depends on their poverty.

During the East African famine of 1984-85, Ethiopia continued to export grain to be used as cattle feed in Europe. Their people starved so that we could eat hamburgers.

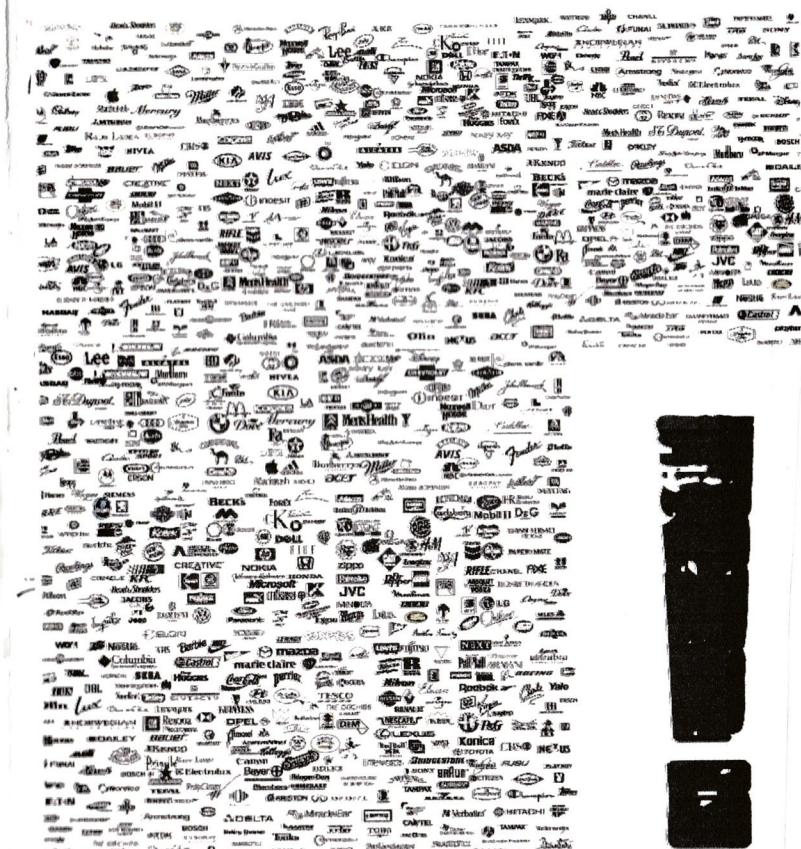
Do we really deserve so much more than our fair share of resources?

The environment cannot sustain even the present levels of consumption, let alone the prospect of the developing world coming 'up' to our 'standard of living'. Every bit of plastic packaging represents pollution and the depletion of a non-renewable resource. Every litre of petrol represents further global warming. Every mahogany loo seat means another bit of tropical rain forest gone forever.

*'you can't
buy love
you can't
sell feelings'*



FREE CHOICE



S

Are you Happy?

Have you ever bought a skin cream that changed your life?

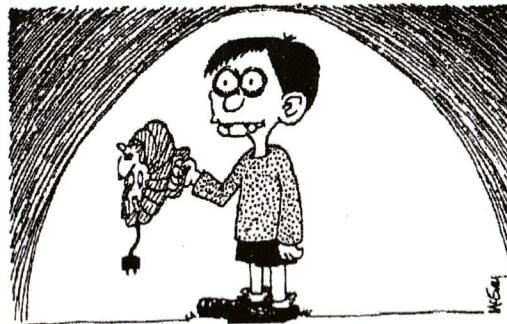
A Washing powder that made you deliriously happy?

A car that fulfilled your every dream?

This is what adverts promise, but never deliver.

WHAT DO WE REALLY GET OUT OF SHOPPING?

You can't buy what the adverts offer...



AFTER SEEING THE ADD ON TV LITTLE BOBBY STIMCHUK BECAME DESPERATELY AWARE OF HIS NEED FOR AN ELECTRIC ARMADILLO

HAPPINESS?
- In the knowledge that you are not consuming more than your fair share?

FREEDOM?
- From consumerist obsession?

SEX?
- Do it for real!!!

COOL?
- Be cool by not believing the hype

BELONGING?
- Spend more time with friends and family for a real feeling of belonging

INDIVIDUALITY?
- You've already got it
It really doesn't matter what you wear, buy, eat or drink

Another wasted Saturday spent pounding the streets?
Working extra hours to clear that VISA bill before Christmas?

Oh the joy of life on the consumer treadmill - work, earn, shop; work, earn, shop ...

@anti-copyright - please photocopy and distribute ...

IF WE ROB THE BANKS

IT'S BECAUSE WE HAVE RECOGNIZED MONEY AS THE CENTRAL CAUSE OF ALL OUR MISERY

IF WE SMASH THE WINDOWS

IT'S NOT BECAUSE LIFE IS EXPENSIVE

BUT BECAUSE COMMODITIES

PREVENT US FROM LIVING AT ALL COSTS

IF WE BREAK THE MACHINES

IT'S NOT BECAUSE OF A WISH TO PROTECT WORK BUT TO ATTACK THE SLAVERY OF SALARY

IF WE ATTACK THE POLICE

IT'S NOT TO GET THEM OUT OF OUR NEIGHBORHOODS BUT TO GET THEM OUT OF OUR LIVES

THE SPECTACLE WISHED TO MAKE US APPEAR DREADFUL

WE INTEND TO BE MUCH WORSE

But what can we do?

! understand
the problem

Before you buy - THINK!

Do you really need it?

Can you make one?

Can you do without it?

Can you reuse, repair or recycle what you already have?

If you feel you really do need to buy something -

Can you buy it locally?

Can you share it with others?

Is there a more ethical option?

EAT ORGANIC

OPEN an INFOSHOP

DON'T WASTE YOUR MONEY ON
MAGAZINES LIKE

COSMOPOLITAN

Please SLOW DOWN

It will save lives

1: Shifting the Global
Economy to Sustainability

GET



healthier

focus



Buy Nothing Christmas
RISE ABOVE IT

an Artist Collective

- a group of artists who work together to achieve a common goal = artist collective
- * sharing studio space.
- * INSPIRE socio-political awareness in the community through exhibits + gallery openings
- * Share in cost of materials
- * Equally share ownership, status, expenses, risks

An INFOSHOP IS A RADICAL SOCIAL CENTER

This completely free volunteer-run social center,

is a. safe space for independent thinking

face-to-face communication, skill sharing,

community-building projects and

the distribution of alternative

media to further social, political, and environmental consciousness.

would you like to join an artist collective that makes zines, stencils, songs, writings whatever their hearts so desire!? Or help ~~start~~ raise money or donate time to opening an INFOSHOP?

EMAIL: zinesplease@yahoo.com

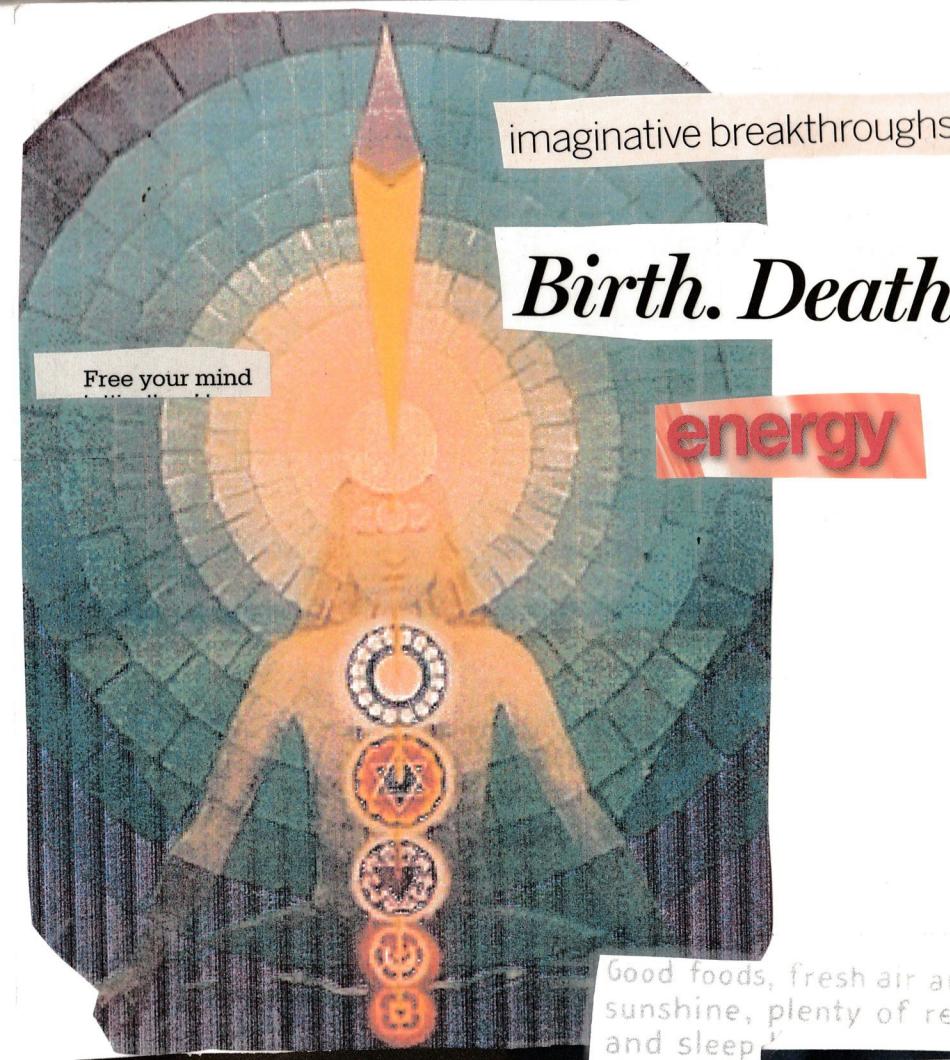
Personal Empowerment

"But what if I get caught?"

**Motherfucker,
you're already
caught. Better
ask yourself—
what if you
get free?**

REBUILDING STRUCTURES IN OUR MINDS THAT HOLD STRONG THE TEST OF TIME, CONSUMING VOIDS THAT ARE LONG ERODED OF ALL FORMS OF LIFE, SEND A MESSENGER TO THEM WITH A NOTE THAT SAYS AS OF RIGHT NOW WE ARE TAKING BACK OUR PREMACHINE WAYS OF LIVING LIFE, A DECLARATION OF CHANGE. ALL THE FUTURE AND THE PRESENT CAN BE REPROGRAMMED IN TIME, FOR ALL OF CREATION THESE WORDS CARRY ON AND SHINE NEW LIGHT UPON THIS, BROKEN INTO FUTURE PREDICTIONS OF ASSEMBLY LINE LIFE, I MUST FUCKING SHUT IT DOWN, WE MUST SHUT IT DOWN,





imaginative breakthroughs

Birth. Death.

Free your mind

LIFE IS ABOUT CHOICES

small steps take me
from where I am...

Awakening
of Consciousness

An old Cherokee was teaching his young grandson one of life's most important lessons. He told the young boy the following parable:

"There is a fight going on inside each of us. It is a terrible fight between two wolves." He said.

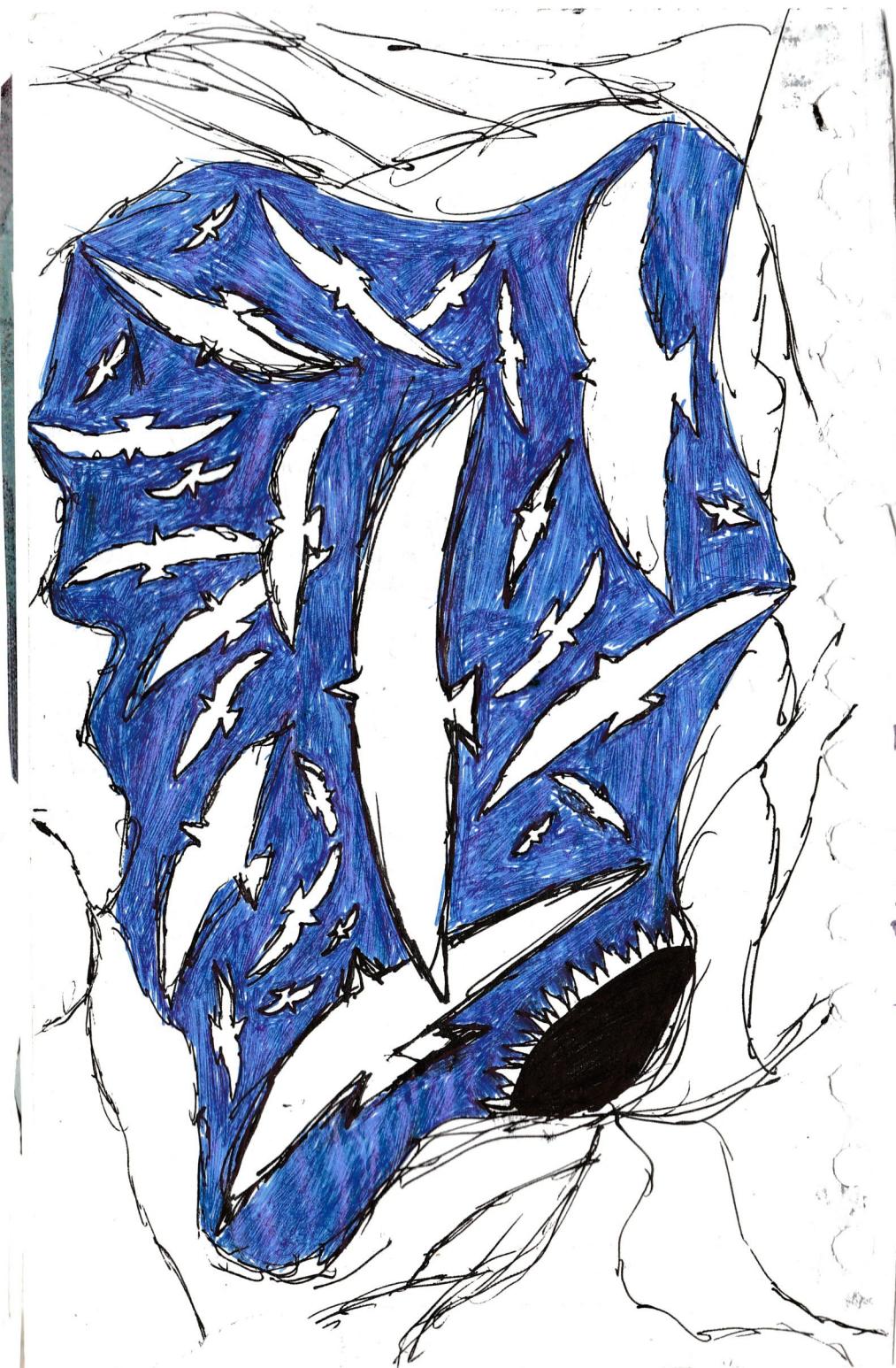
"One wolf is evil. He is anger, rage, envy, regret, greed, arrogance, self pity, pride, resentment, lies, fake pride, superiority, and ego. The second wolf is good. He is joy, peace, love, hope, serenity, humility, kindness, empathy, truth, compassion, and faith."

the grandson thought about this for a moment. Then he asked his grandfather, "Which wolf will win this fight?"



The old Cherokee simply replied, "The one you feed."





"Caminante,
no hay camino,
se hace
Camino al
andar"

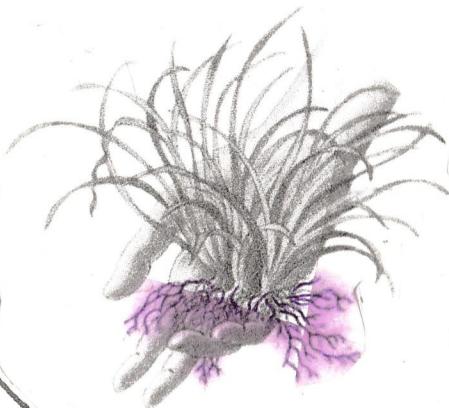
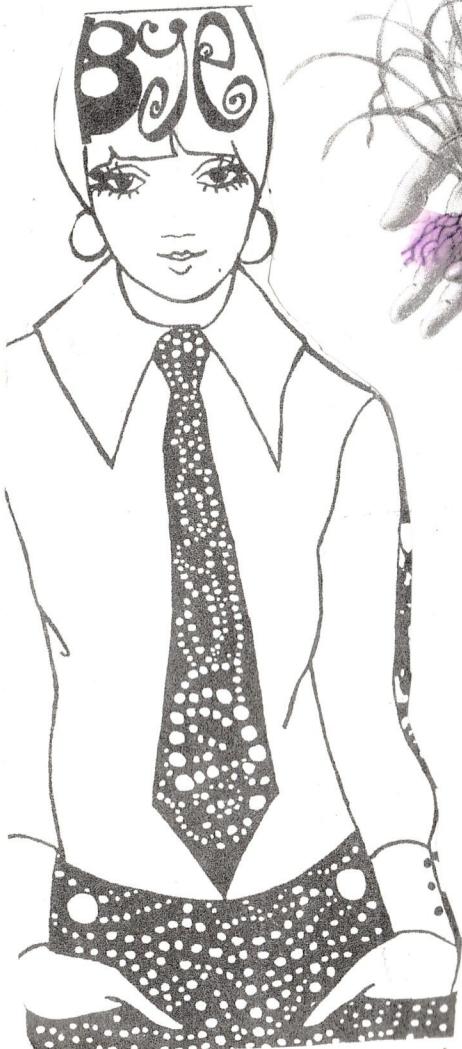
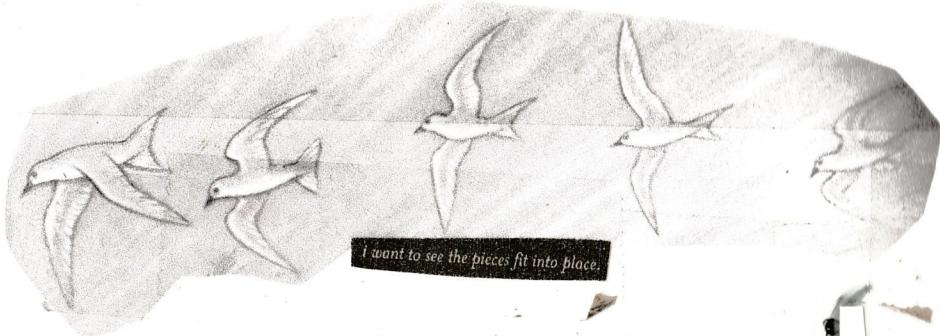
"there IS no
path. the
path IS made
by walking"

TRUE STORY

He or she may become less communicative and increasingly spend time alone, will usually perform poorly at school, and may experiment with alcohol or drugs. All of these are symptoms of problems. If you notice these or other marked changes in your teenager's behavior,

Place in a warm spot in direct sunlight.





THIS PUBLICATION HAS BEEN
PRINTED FOR YOUR READING
PLEASURE AND SOUL BY:
Cheering and Waving Press

